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**PATENT**  
Attorney Docket No.: A-70646/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Ranka, et al.

Serial No.: 10/017,074

Filed: December 7, 2001

For: METHOD ALGORITHM, AND  
COMPUTER PROGRAM FOR  
TARGETING MESSAGES INCLUDING  
ADVERTISEMENTS IN AN  
INTERACTIVE MEASURABLE  
MEDIUM

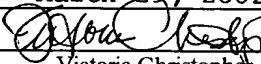
Examiner: NOT YET ASSIGNED

Group Art Unit: 2163

CERTIFICATE OF MAILING

I hereby certify that this correspondence, including listed enclosures, is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on:

Dated: March 29, 2002

Signed:   
Victoria Christopher

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**GROUP 3600**

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

Enclosed is a Supplemental Declaration for Patent Application to be filed in the above-identified patent application. The original Declaration filed with the patent application did not include the priority information.

Appended hereto is a copy of the Corrected Official Filing Receipt with the correction indicated in red ink:

Under "Domestic Priority data as claimed by applicant" insert

--THIS APPLN CLAIMS BENEFIT OF 60/255,949 12/15/2000--.

Our check for \$25.00 is enclosed herewith.

Although Applicant does not believe any additional fees are required, the Assistant Commissioner is authorized to charge any such fees which may be required, including extension fees, or credit any overpayment to Deposit Account No. 06-1300 (Our File A-70646/RMA).

Respectfully submitted,

FLEHR HOHBACH TEST  
ALBRITTON & HERBERT LLP

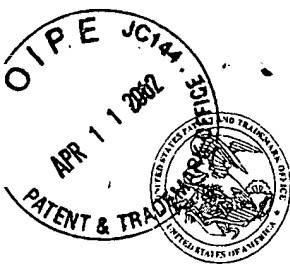


R. Michael Ananian, Reg. No. 35,050

Repln. Ref: 04/18/2002 STEUMEL1 0007194600  
DAB:061300 Name/Number:10017074  
FC: 704 \$25.00 CR

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1040845



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WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/017,074	12/07/2001	2163	1057	A-70646/RMA	6	73	8

**CONFIRMATION NO. 6239**

**FILING RECEIPT**



\*OC000000007300956\*

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San Francisco, CA 94111

Date Mailed: 01/14/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

**Applicant(s)**

Sanjay Ranka, Cupertino, CA;  
E. Diane Chang, Mountain View, CA;  
Daniel Veiner, Mountain View, CA;

**Assignment For Published Patent Application**

PARAMARK, INC.;

**Domestic Priority data as claimed by applicant**

*60/255,949 12/15/2000*

**Foreign Applications**

If Required, Foreign Filing License Granted 01/11/2002

**Projected Publication Date:** Request for Non-Publication Acknowledged

**Non-Publication Request:** Yes

**Early Publication Request:** No

**\*\* SMALL ENTITY \*\***

**Title**

Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium

**Preliminary Class**

705

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Title 37, Code of Federal Regulations, 5.11 & 5.15**

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## FILE COPY

CONFIRMATION NO. 6239

Bib Data Sheet

SERIAL NUMBER 10/017,074	FILING DATE 12/07/2001 RULE	CLASS 705	GROUP ART UNIT 3622	ATTORNEY DOCKET NO. A-70646/RMA
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## APPLICANTS

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 E. Diane Chang, Mountain View, CA;  
 Daniel Veiner, Mountain View, CA;

## \*\* CONTINUING DATA \*\*\*\*\*

THIS APPLN CLAIMS BENEFIT OF 60/255,949 12/15/2000

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## \*\* FOREIGN APPLICATIONS \*\*\*\*\*

GROUP 3600

## IF REQUIRED, FOREIGN FILING LICENSE GRANTED \*\* SMALL ENTITY \*\*

\*\* 01/11/2002

Foreign Priority claimed	<input type="checkbox"/> yes <input type="checkbox"/> no		
35 USC 119 (a-d) conditions met	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance		
Verified and Acknowledged	Examiner's Signature _____ Initials _____		
STATE OR COUNTRY	SHEETS DRAWING	TOTAL CLAIMS	INDEPENDENT CLAIMS
CA	6	73	8

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## TITLE

Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium

FILING FEE RECEIVED 1057	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees ( Filing ) <input type="checkbox"/> 1.17 Fees ( Processing Ext. of time ) <input type="checkbox"/> 1.18 Fees ( Issue ) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit
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